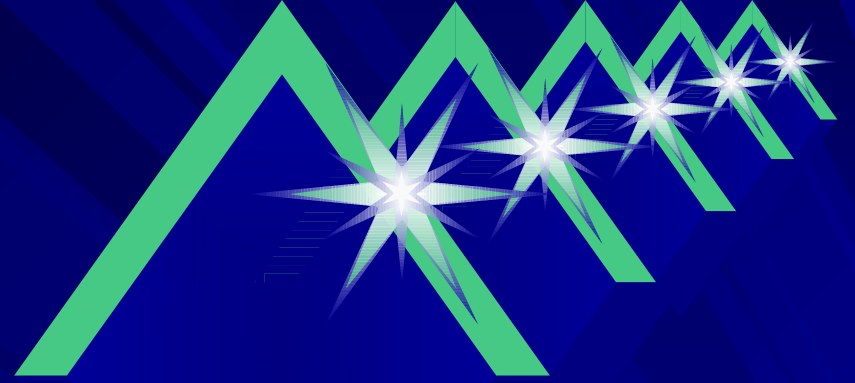




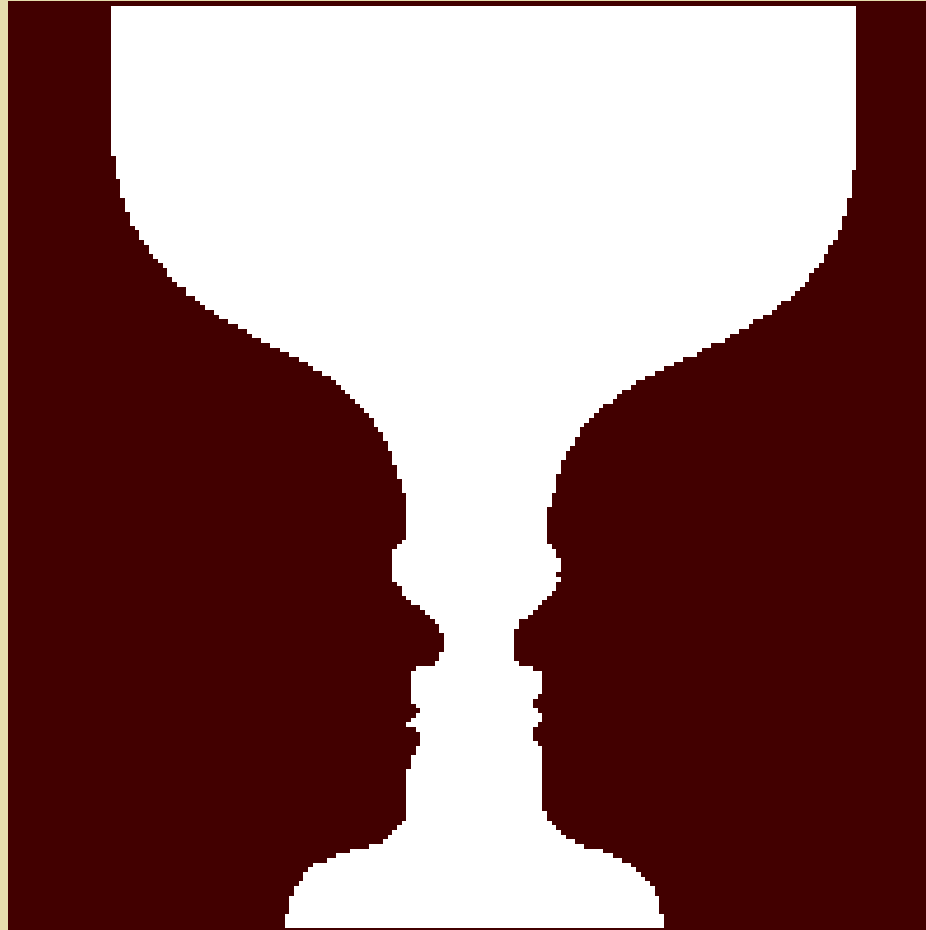
Perception Process and Stereotypes

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OPTICAL ILLUSION



OPTICAL ILLUSION



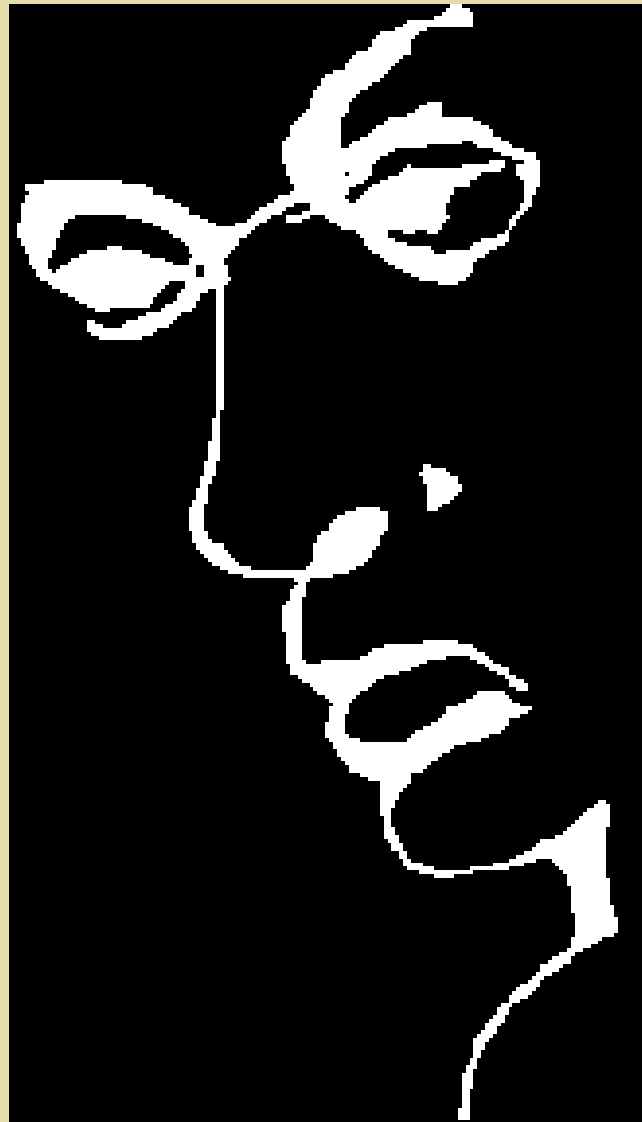
OPTICAL ILLUSION



OPTICAL ILLUSION

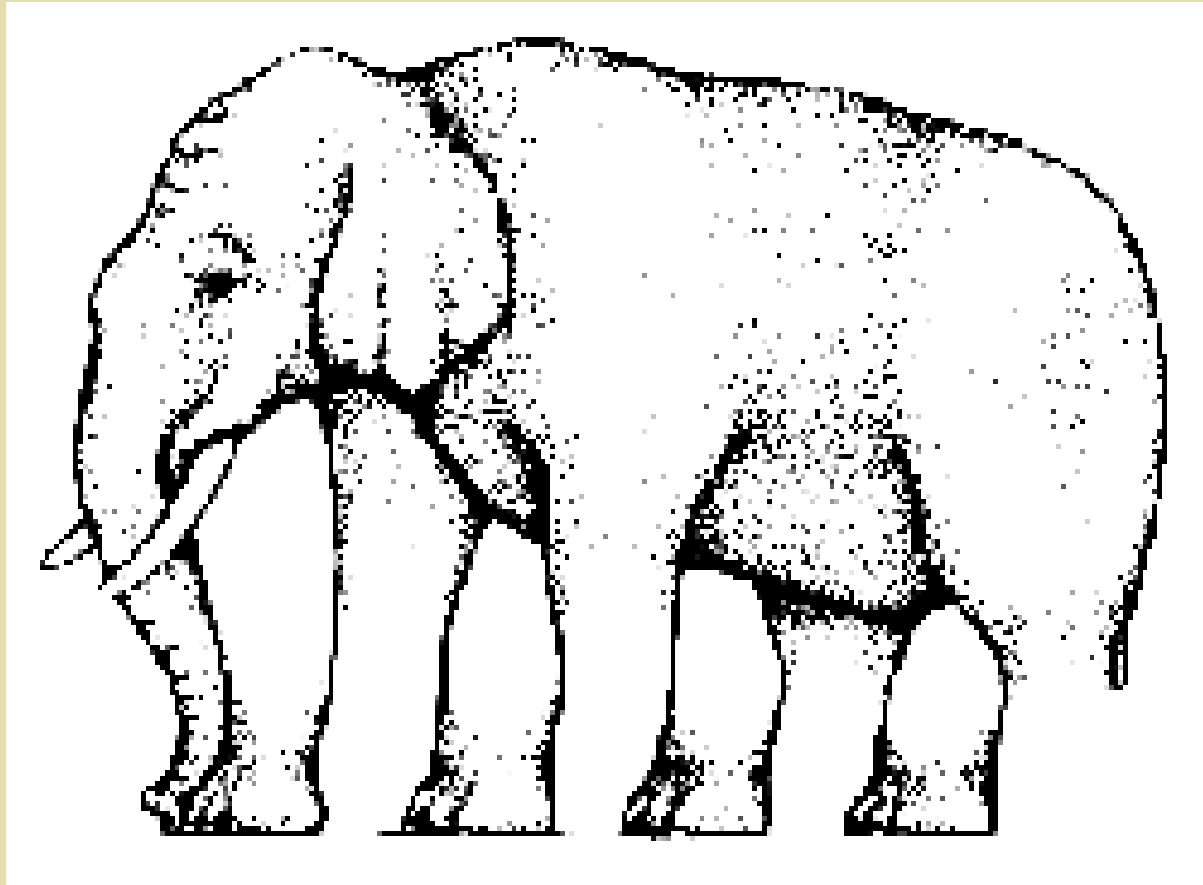


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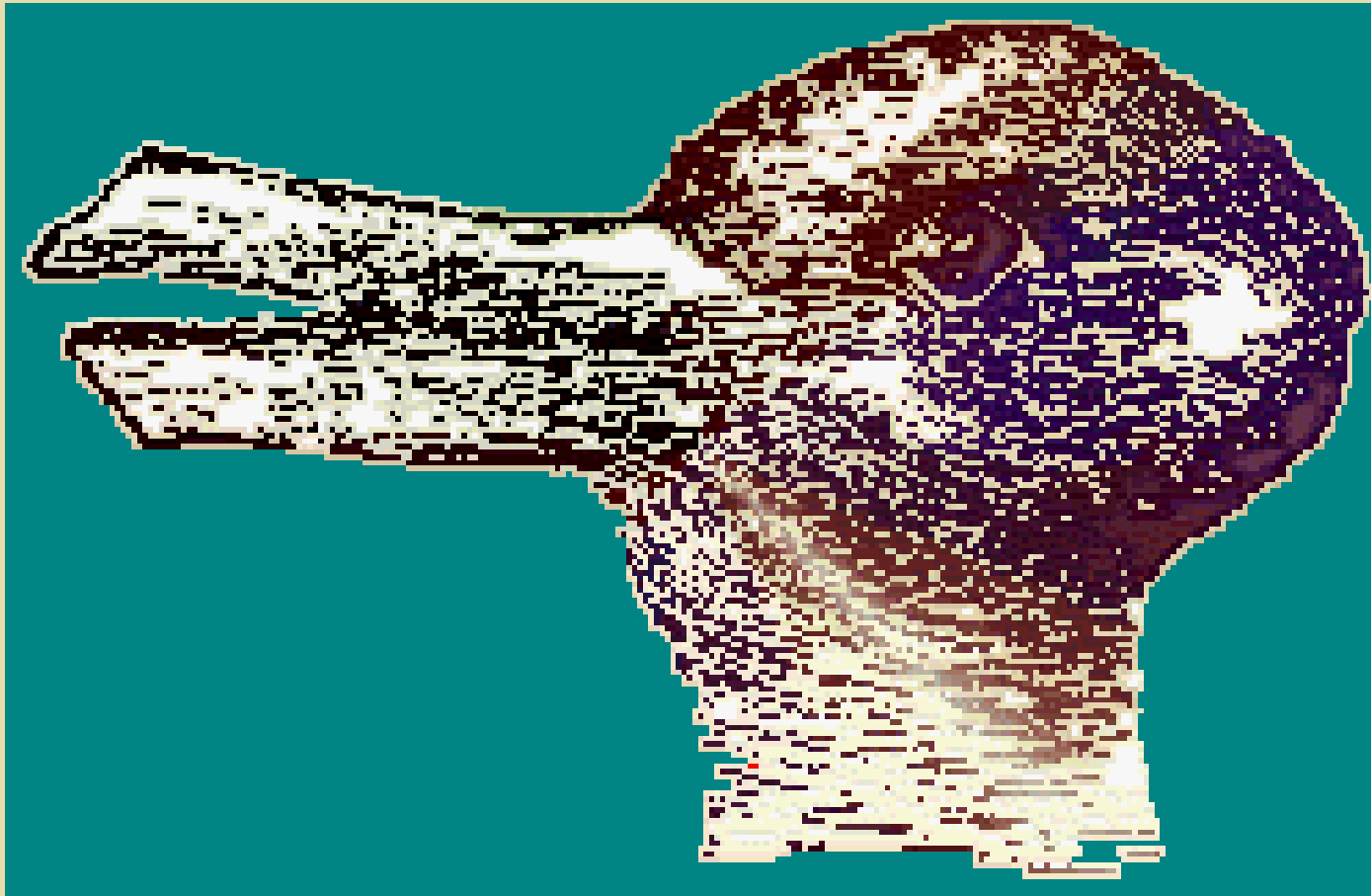




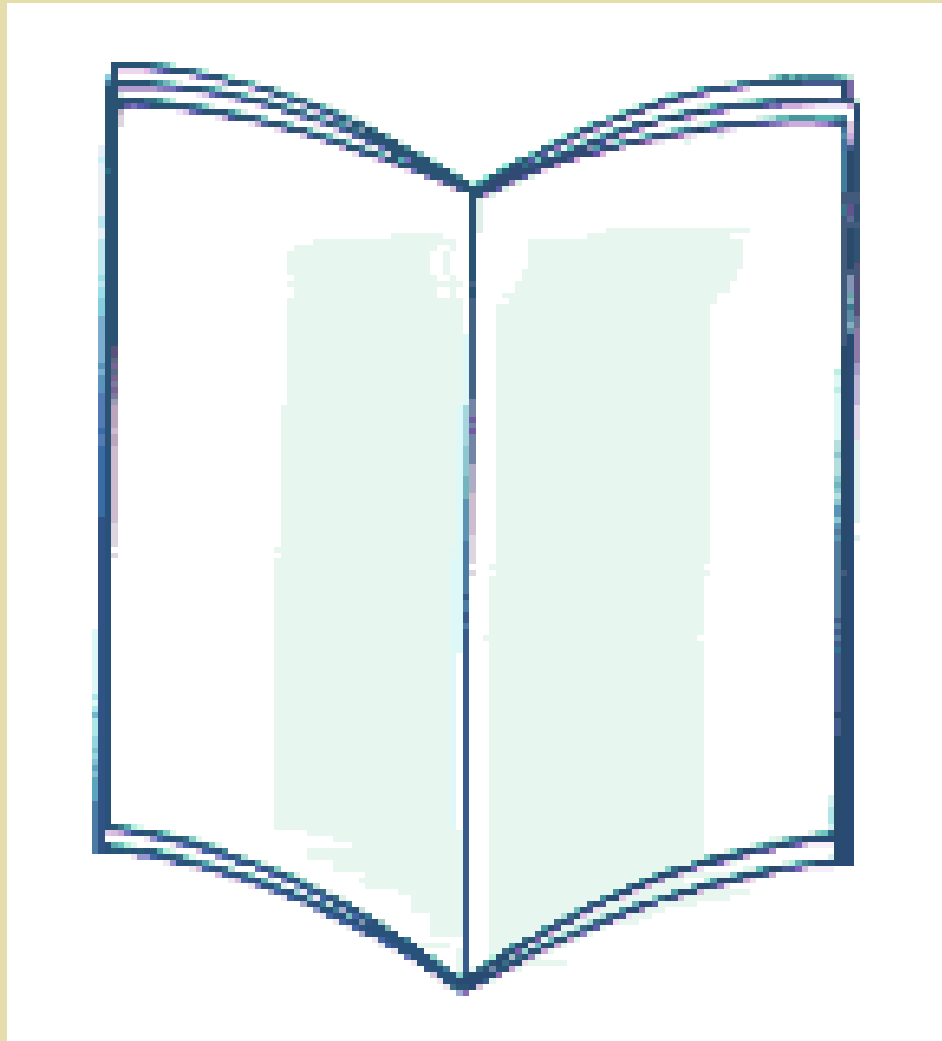
OPTICAL ILLUSION



OPTICAL ILLUSION



OPTICAL ILLUSIONS



OVERVIEW

- The Perception Process
- Elements of the Perception Process
- Perceptual Shortcuts
- Characteristics of Stereotypes
- Sources of Stereotypes
- Strategies to Correct Inaccurate Perceptions

Perception Defined

The procedure by which we try to gather and interpret information about the environment that surrounds us

The Perception Process

- Feedback about ourselves and others
- Not always based on true picture of reality
- We behave as though our perceptions are real

Attributes to Perception

- Raw Data:

- The information we experience

- Mental Process:

- Is unseen but affected by things

- The End Product:

- Our perception, sensing, or interpretation of our experience

Economizing Phenomenon

- The mind's ability to take in new information, mix with old information and make new ideas through quick deduction
- Perceptual Shortcuts
 - First Impression
 - View People as Constant
 - Blaming the Victim
 - Halo Effect
 - Just Like Me

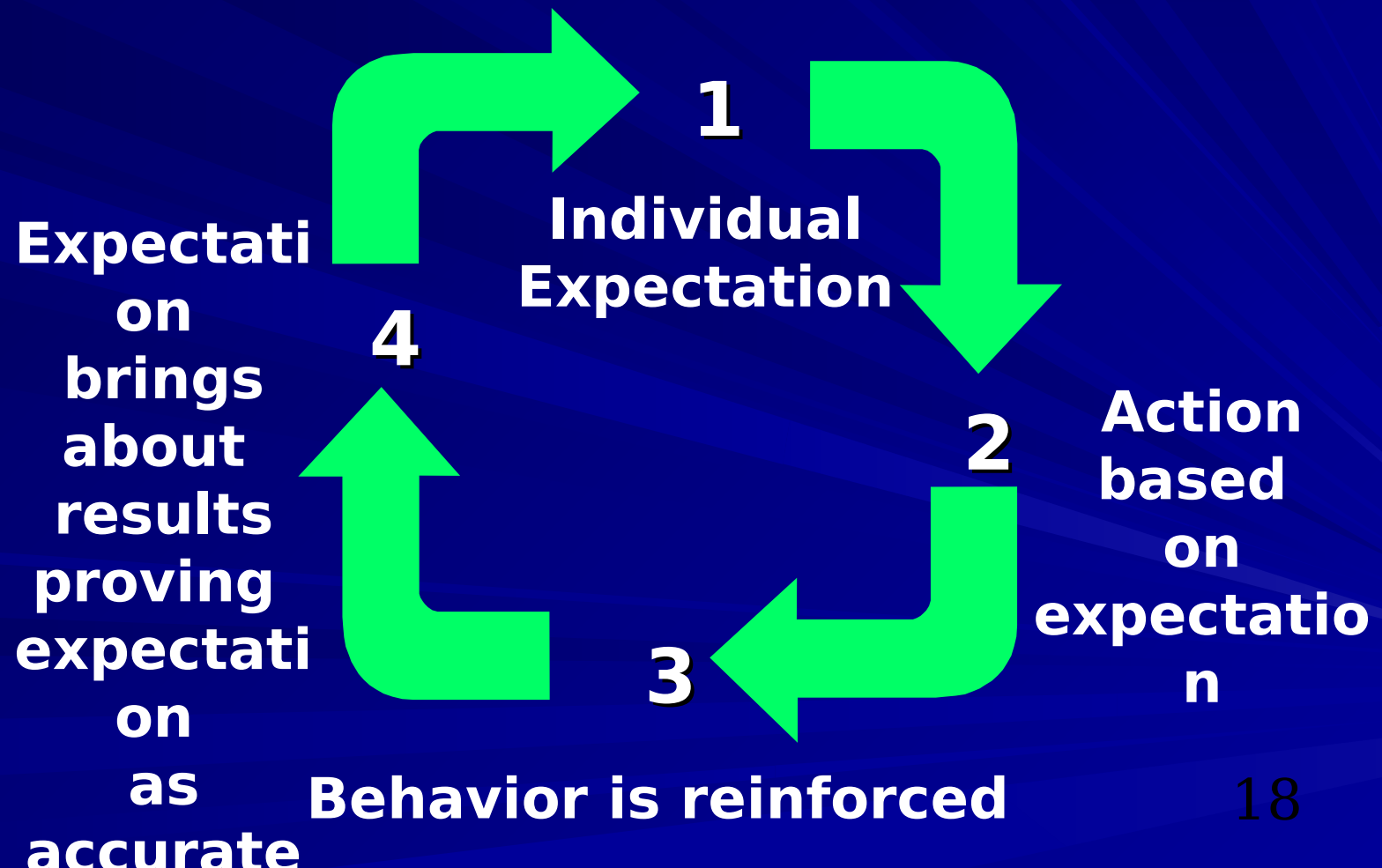
Self-fulfilling Prophecy

- A person influencing the behavior of another person by actions related to his / her expectations

Concept of Self-Fulfilling Prophecy

- Individual holds the expectation that an event will occur.
- Believing that the expectation is correct, individuals engage in a course of action causing the event to happen
 - “proving” their expectation as accurate.

Self-fulfilling Prophecy Cycle



Count the F's

FEATURE FILMS ARE THE
RESULT OF YEARS OF
SCIENTIFIC STUDY COMBINED
WITH THE EXPERIENCE OF
YEARS

Stereotypes

An exaggerated belief
associated with a category

Definition of Stereotypes

- “Whether favorable or unfavorable, a stereotype is an exaggerated belief associated with a category...
- Its function is to justify our conduct in relation to that category.”

SOURCE: GORDON W. ALLPORT,
“ The Nature Of

Prejudice”

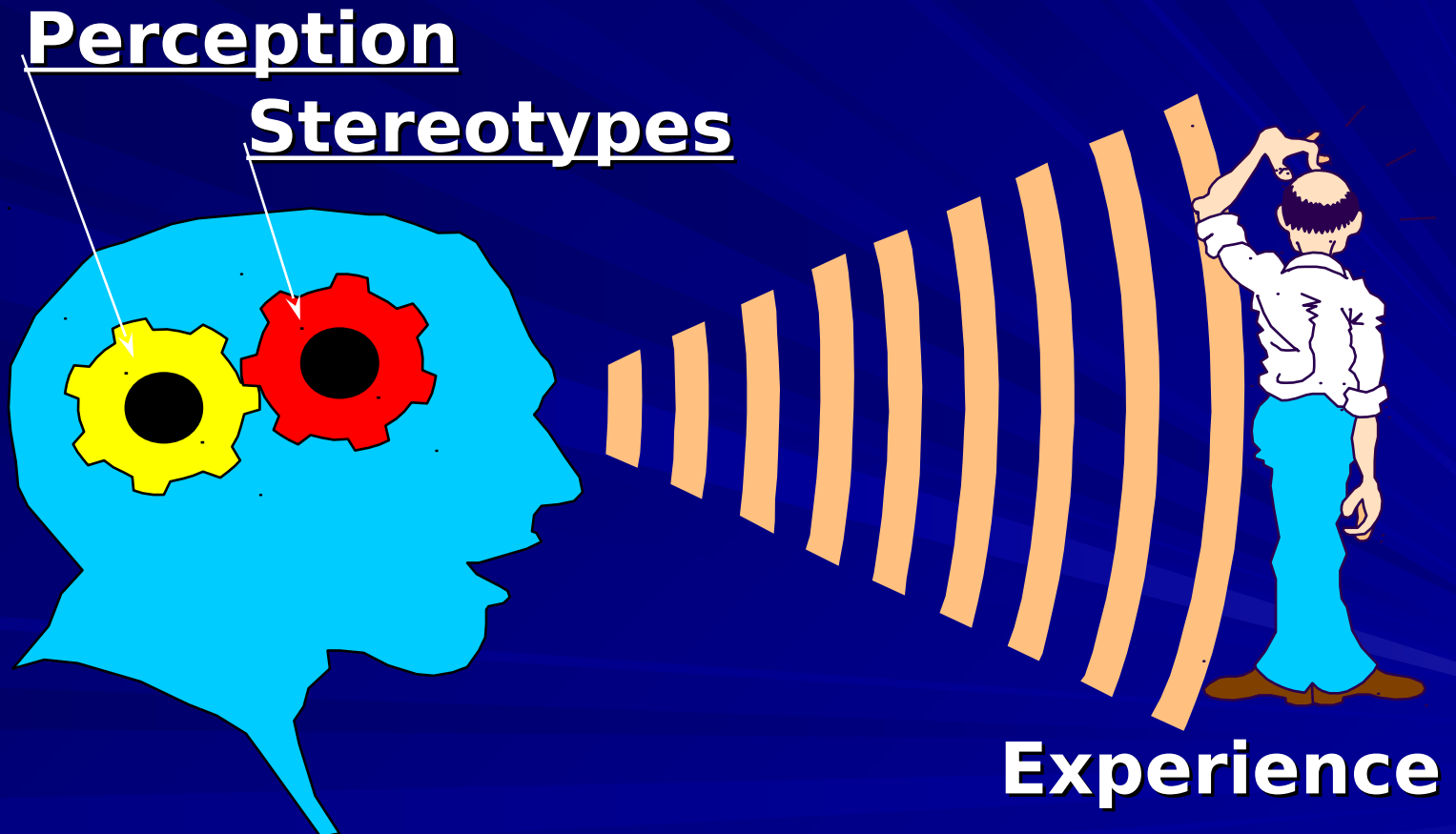
Characteristics of Stereotypes

- Fixed rigid ideas
- Over simplifications about a group or category of people
- Not supported by reasonable evidence
- Can be favorable or unfavorable
 - Can have an adverse effect
- Driven by motives

Factors that Support Stereotypes

- Socialization Process
- Books
- Mass Media
- Educators and Public Officials

INTERRELATIONSHIP OF PERCEPTIONS AND STEREOTYPES



Strategies to Correct Inaccurate Perceptions

- Acceptance of differences in people
- Active listening
- Provide Feedback
- Own your Behavior/feelings
- Use Inclusionary Language
- Avoid Stereotypes

Avoid Stereotypes

- Categorizing is normal
- Conscious/unconscious result of social conditioning
- Overcome perceptions based on stereotypes
- Distinguish between characteristics based upon overgeneralizations and factual evidence

SUMMARY

- The Perception Process
- Elements of the Perceptual Process
- Perceptual Shortcuts
- Characteristics of Stereotypes
- Sources of Stereotypes
- Strategies to Correct Inaccurate Perceptions

OPTICAL ILLUSIONS



OPTICAL ILLUSION



